

Abstract

The present thesis deals with the contemporary media image of Škoda Favorit vehicle. The study is based on the journals of that time. The theoretical part is devoted to the historical context, including economic situation and description of media functions, which changed together with political regime. Furthermore, it put us in touch with history of Škoda company, closer also with developing and selling of Škoda Favorit and with the personality of Ing. Petr Hrdlička, CSc., who was in charge of the vehicle development. The second part deals with analysis of the media articles connected to the topic. Work closer elaborates events, which are thematically important, it means the performance of the vehicle in Brno expo, the start of selling the car, the completion of car bodywork development building in Mladá Boleslav, the international performance on Amsterdam motor show, the departure of Ing. Petr Hrdlička, CSc., the joining of the car company with Volkswagen concern, the facelift of the car and the end of the production of Škoda Favorit basic type.